

Pharmaceutical Services Negotiating Committee
Communications and Public Affairs (CPA) Subcommittee Agenda
9th February 2023 at 3:45pm
Meeting to be held remotely via Zoom

Members: David Broome, Tricia Kennerley (Chair), Clare Kerr, Sunil Kochhar, Fin McCaul, Jay Patel, Prakash Patel, Stephen Thomas.

1. Welcome from Chair
2. Apologies for absence
3. Conflicts or declarations of interest
4. Minutes of the last meeting and update on actions

Action

5. Subcommittee Workplan **Appendix CPA 02/02/2023**
6. Public Affairs and Engagement Strategy **Confidential Appendix CPA 03/02/2023**
7. Contractor Communications and Engagement **Confidential Appendix CPA 04/02/2023**

Report

8. Pharmacy Communications and Media Work **Appendix CPA 05/02/2023**
9. Parliamentary Engagement and Public Affairs **Appendix CPA 06/02/2023**
10. Any other business

Subject	Subcommittee Workplan
Date of meeting	February 2023
Committee/Subcommittee	Communications and Public Affairs
Status	Not confidential
Overview	A summary of the CPA workplan for 2023/24 and early progress
Proposed action(s)	Subcommittee to review the workplan and early progress
Author(s) of the paper	Zoe Long

Subcommittee Workplan

This workplan forms part of the wider plan and priorities for PSNC in 2023/24 (set out in the RDF November 2022 agenda, with the main objectives summarised below) and covers the elements of activity which will be undertaken by the Communications and Public Affairs Team.

The workplan aims to reflect the major areas of work, rather than picking up on all individual elements of work which will be undertaken, including some of the business-as-usual activities.

Updates on progress made in implementing the various elements of the workplan are noted below in table 2. Updates on key projects such as the rebrand were included as part of the main PSNC TAPR update papers.

PSNC Objectives

Workplan 2023/24			
Communications and Public Affairs team			
Objective 1: Negotiating with Government and NHS England to secure the best possible contractual terms and remuneration for NHS services			
1.1	Supporting all Ministerial correspondence	Ongoing	ZL
1.2	Delivery of Pharmacy Pressures Survey	February/March/April	ZL/LT
1.3	Scoping of other public polling or data gathering exercises (surveys etc.)	February/March	ZL/JM
1.4	Public affairs work as set out in objective 2	Ongoing	
Objective 2: Laying the groundwork for the next CPCF			
2.1	Delivery of sector engagement plans for first and second consultations on vision	January/March/April	ZL/JM/LM/MM
2.2	Delivery of wider stakeholder engagement plan on vision	April	JM/ZL/GF
2.3	Launch vision report – to sector and wider stakeholders (including possible Parliamentary event, briefings, media work)	June	ZL/JM
2.4	Preparation of public affairs and engagement strategy	January/February	ZL
2.5	Targeted MP/Peer pharmacy visits campaign	January/February/March	ZL/GF
2.6	Quarterly briefings/updates to MPs and national media pushes, to cover: <ul style="list-style-type: none"> • Pressures Survey (April) • Vision outputs (Summer) • Winter pressures – possible polling or temp/permanent closures data (Autumn) • Strategy and our negotiation asks (Winter) 	Ongoing	ZL/GF/AW
2.7	Supporting the APPG to reinforce our key messaging	Ongoing September/October	ZL/GF ZL/GF

2.8	Party conference events to engage with key stakeholders on vision	Autumn	ZL/GF
2.9	Further round of target MP visits or meetings	January/February	GF
2.10	Mapping of programme of healthcare events to support influencing work	Ongoing	GF
2.11	Maintenance of updated stakeholder list	Autumn	ZL/JM/GF
2.12	Development and delivery of wider stakeholder engagement plan on PSNC strategy		
Objective 4: Delivering the Transforming Pharmacy Representation (TAPR) programme, implementing the RSG recommendations to strengthen representation, governance, transparency and accountability			
4.1	Contractor/LPC survey on engagement and communications	January/February	ZL/MM/AW/JG
4.2	Develop plan for renewed contractor engagement – including events and consideration of role of PSNC Members (alongside governance review)	March/April	ZL/GH/JW
4.3	Review PSNC transparency (alongside governance review)	March/April	ZL/JM/GH
4.4	Review PSNC joint working arrangements (with other bodies)	March/April	JM/LT
4.5	Implement plans for contractor engagement and transparency	April onwards	ZL/MM/AW/JG
4.6	Agree core messaging and visual identity for CPE	March	ZL
4.7	Apply new branding to all communications materials including website	March/April	ZL/MM/AW/JG
4.8	Develop and test draft branding resources for LPCs	March/April	ZL/JW/JG
4.9	Implementation of new brand to all stakeholders	Ongoing – already started	ZL
Objective 5: Providing ongoing review and negotiation of purchase margin, pricing audits, reimbursement and medicines supply in the interests of contractors			
5.1	Support with ministerial correspondence and any Parliamentary inquiries	Ongoing	ZL/GF
5.2	Support with contractor communications as needed	Ongoing	ZL/MM/AW/JG
Objective 6: Representing community pharmacy's interests with Government and the NHS across a broad range of issues from the development of services, to regulatory and legislative issues			
6.1	Support with ministerial correspondence and any Parliamentary inquiries	Ongoing	ZL/GF
6.2	Support with contractor communications as needed	Ongoing	ZL/MM/AW/JG
Objective 7: Supporting the effective governance of PSNC and its support to contractors and LPCs			
7.1	Prepare communications on key events (negotiations, contractual updates etc.)	Ongoing	ZL/MM/AW/JG
7.2	Produce regular schedule of proactive communications to contractors including on: <ul style="list-style-type: none"> Vision & Strategy (including consultation in March/April and launch in June) 	Ongoing	ZL/MM/AW/JG

7.3	<ul style="list-style-type: none"> Rebrand (launch in April) Pressures Survey (February, then results in April) Economic review (ongoing) Contractual requirements (ongoing) 		
7.4	Plan schedule of proactive pharmacy press work/briefings		
7.4	Produce resources to support PSNC Members with contractor engagement (alongside governance review)	April	MM/AW
7.5	As in 4.1, 4.5 above: Contractor/LPC survey on engagement and communications Implement plans for contractor engagement and transparency	April onwards	ZL/JW/JG

Progress Update

Workplan 2023/24				
Communications and Public Affairs team				Progress
Objective 1: Negotiating with Government and NHS England to secure the best possible contractual terms and remuneration for NHS services				
1.1	Supporting all Ministerial correspondence	Ongoing	ZL	Coordinated recent cross-sector letters to SoS & PM Pressures Survey launched 31 January
1.2	Delivery of Pharmacy Pressures Survey	February/March/April	ZL/LT	
1.3	Scoping of other public polling or data gathering exercises (surveys etc.)	February/March	ZL/JM	
1.4	Public affairs work as set out in objective 2	Ongoing		
Objective 2: Laying the groundwork for the next CPCF				
2.1	Delivery of sector engagement plans for first and second consultations on vision	January/March/April	ZL/JM/LM/MM	First complete; early planning underway for second
2.2	Delivery of wider stakeholder engagement plan on vision	April	JM/ZL/GF	
2.3	Launch vision report – to sector and wider stakeholders (including possible Parliamentary event, briefings, media work)	June	ZL/JM	

2.4	Preparation of public affairs and engagement strategy	January/February	ZL	See Appendix CPA 03/02/2023
2.5	Targeted MP/Peer pharmacy visits campaign	January/Feb/March	ZL/GF	Underway, working with LPCs
2.6	Quarterly briefings/updates to MPs and national media pushes, to cover: <ul style="list-style-type: none"> • Pressures Survey (April) • Vision outputs (Summer) • Winter pressures – possible polling or temp/permanent closures data (Autumn) • Strategy and our negotiation asks (Winter) 	Ongoing	ZL/GF/AW	
2.7	Supporting the APPG to reinforce our key messaging	Ongoing	ZL/GF	Recent manifesto launch
2.8	Party conference events to engage with key stakeholders on vision	September/October	ZL/GF	Planning for events is in progress – we are seeking to work with Nuffield Trust or The King’s Fund
2.9	Further round of target MP visits or meetings	Autumn	ZL/GF	
2.10	Mapping of programme of healthcare events to support influencing work	January/February	GF	In Confidential Appendix CPA 03/02/2023
2.11	Maintenance of updated stakeholder list	Ongoing	GF	
2.12	Development and delivery of wider stakeholder engagement plan on PSNC strategy	Autumn	ZL/JM/GF	
Objective 4: Delivering the Transforming Pharmacy Representation (TAPR) programme, implementing the RSG recommendations to strengthen representation, governance, transparency and accountability				
4.1	Contractor/LPC survey on engagement and communications	January/February	ZL/MM/AW/JG	To avoid clashing with the Pharmacy Pressures Survey, this will now be held in March
4.2	Develop plan for renewed contractor engagement – including events and	March/April	ZL/GH/JW	Initial discussion held at February LCS

4.3	consideration of role of PSNC Members (alongside governance review) Review PSNC transparency (alongside governance review)	March/April	ZL/JM/GH	Joint #saveourpharmacies influencing campaign agreed This is being drafted by IE Brand	
4.4	Review PSNC joint working arrangements (with other bodies)	March/April	JM/LT		
4.5	Implement plans for contractor engagement and transparency	April onwards	ZL/MM/AW/JG		
4.6	Agree core messaging and visual identity for CPE	March	ZL		
4.7	Apply new branding to all communications materials including website	March/April	ZL/MM/AW/JG		
4.8	Develop and test draft branding resources for LPCs	March/April	ZL/JW/JG		
4.9	Implementation of new brand to all stakeholders	Ongoing – already started	ZL		
Objective 5: Providing ongoing review and negotiation of purchase margin, pricing audits, reimbursement and medicines supply in the interests of contractors					
5.1	Support with ministerial correspondence and any Parliamentary inquiries	Ongoing	ZL/GF		Supported letter to Maria Caulfield on HRT exemptions
5.2	Support with contractor communications as needed	Ongoing	ZL/MM/AW/JG	Ongoing support of funding team, recent e.g. TP news	
Objective 6: Representing community pharmacy's interests with Government and the NHS across a broad range of issues from the development of services, to regulatory and legislative issues					
6.1	Support with ministerial correspondence and any Parliamentary inquiries	Ongoing	ZL/GF	Ongoing support of other teams, recent e.g. DSP Toolkit guidance	
6.2	Support with contractor communications as needed	Ongoing	ZL/MM/AW/JG		

Objective 7: Supporting the effective governance of PSNC and its support to contractors and LPCs				
7.1	Prepare communications on key events (negotiations, contractual updates etc.)	Ongoing	ZL/MM/AW/JG	Ongoing work, recent e.g. TP news
7.2	Produce regular schedule of proactive communications to contractors including on: <ul style="list-style-type: none"> • Vision & Strategy (including consultation in March/April and launch in June) • Rebrand (launch in April) • Pressures Survey (February, then results in April) • Economic review (ongoing) • Contractual requirements (ongoing) 	Ongoing	ZL/MM/AW/JG	Pressures Survey launched
7.3	Plan schedule of proactive pharmacy press work/briefings	April	MM/AW	Ongoing work e.g. SSP article prepared for P3pharmacy magazine and C+D interview planned
7.4	Produce resources to support PSNC Members with contractor engagement (alongside governance review)	April onwards	ZL/JW/JG	Discussed by LCS in February
7.5	As in 4.1, 4.5 above: Contractor/LPC survey on engagement and communications Implement plans for contractor engagement and transparency			

Subcommittee Action

The subcommittee is asked to review the workplan and progress to date

Subject	Pharmacy Communications and Media Work
Date of meeting	February 2023
Committee/Subcommittee	Communications and Public Affairs
Status	Not confidential
Overview	An update on PSNC's communications with contractors, pharmacy teams and LPCs, including our digital statistics reports, and a report of national and pharmacy media work.
Proposed action(s)	None
Author(s) of the paper	Melinda Mabbutt and Jamie Gilliam

Pharmacy Communications and Media Work

Introduction

This paper provides an update on work to communicate with community pharmacy contractors, pharmacy teams and LPCs. It also contains monthly statistics on PSNC's digital communications and an update on both trade and national media work.

Pharmacy pressures, influencing and funding

In January PSNC CEO Janet Morrison recorded a video update which looked back at some of the work and discussions with contractors that PSNC held in December, as well as looking to the year ahead. Janet described how PSNC has increased its influencing capacity in recent months and talked about her December meeting with the Pharmacy Minister as well as the cross-sector approach to the Health Secretary.

Work to brief national media contacts and keep them updated on new developments continued. Opportunities to reach out in recent weeks included: responding to the Health Secretary stating the Government wants pharmacies to take on an expanded role in the provision of patient care; Health Minister Lord Markham talking about a plan of using pharmacies more for patients; the results of the RPS Workforce Wellbeing Survey; and pharmacy market news. More information is in the 'National Media Work' section below.

PSNC joined forces with other pharmacy representatives to write to both the Health Secretary and the Prime Minister around the turn of the year. Our letters warned that the community pharmacy network is on the verge of collapse and called for urgent investment in the sector to prevent widespread closures. We approached some national journalists to get some media coverage of the letter to the Health Secretary in the [Telegraph](#) and the [Times](#), and then gained coverage of the letter to the Prime Minister in the Daily Mail, linked to the paper's current pharmacy campaign.

In January we hosted a meeting of the national pharmacies bodies which led to us drafting a plan for a joint programme of activities with AIM, CCA and NPA to campaign for fair NHS funding for pharmacies. The joint #SaveOurPharmacies campaign has now launched and will include co-ordinating efforts and developing shared resources for effective parliamentary influencing and mobilising public support. Work is continuing at pace to finalise the core campaign narrative and messaging, as well as making preparations for a patient petition, with the first key campaign event likely to run in March.

Ongoing medicine supply and pricing issues

Several Serious Shortage Protocols (SSPs) were issued for various strengths and formulations of Phenoxyethylpenicillin (Pen V) in December. This did seem to help ease the situation regarding antibiotics supply for Strep A cases, although we still received quite a few press queries asking how the situation was looking.

More concerningly, many pharmacies were reporting dispensing at a loss with a [record number of price concessions granted in December](#). This issue remains a major concern.

Pharmacy press queries

We continue to issue press statements and commentary on a very regular basis and this is showing no signs of slowing down in 2023. Recent topics we have been asked about include the mandatory weight management campaign, antibiotic SSPs, price concessions, Hepatitis C service statistics, pharmacy closures, NHS Recovery Forum, pharmacy phone calls, flu vaccinations, sexual health services.

P3 Pharmacy Magazine has a new editor who got in touch to ask if PSNC would consider submitting occasional columns on topical issues relating to our core areas of work, to be by-lined by a member of the PSNC team. This provides us with a different platform through which to reach community pharmacists and attributing it to a team member allows the articles to be more personable. The first of these submissions, on claiming for SSPs, appeared in the February edition and [online](#).

A journalist (Mimi Launder) who had briefly worked at The Pharmacist has now joined the Health Service Journal (HSJ). She got in touch to request a chat about medicines supply, but we took the opportunity to also brief her on the current pharmacy funding and capacity situation, plus our ambitions for a fully funded Pharmacy First service. We have added her to our press release list and will keep in touch.

National media work

Since the last subcommittee meeting, PSNC has been quoted or mentioned in the following places:

Publication	Title/brief description	Mention
The Telegraph	Pharmacies system in danger of collapse, Steve Barclay warned	PSNC press release
The Times	Pharmacies say they'll collapse without funding	PSNC press release
Daily Mail	Pharmacists 'to treat more illnesses' as the government considers handing them greater powers to ease the pressure on waiting times for GPs and A&E	Alastair Buxton quoted
ITV News	Staff feel unsafe at work': Pharmacists suffer rise in abuse amid medicine supply shortages	PSNC figures used
The Sun	PHARMACY THREAT Thousands of pharmacies could be forced to close amid drug pricing row with Government	PSNC spokesperson
iNews	Patients with chronic illnesses have struggled to access antibiotics across 'many areas' of UK	Suraj Shah quoted
Daily Mail	Chemists pay for guards to prevent brutal attacks with three-quarters of them reporting regular physical or verbal abuse	Janet Morrison and Suraj Shah
iNews	Lloyds Pharmacy closures: Decision to shut 237 Sainsbury's branches lays bare 'dire' state of UK pharmacies	Janet Morrison quoted
Daily Mail (This is Money)	Lloyds Pharmacy to shut 237 branches as the sector faces 'more extreme pressures than ever before'	Janet Morrison quoted
Bloomberg	Sainsbury to Lose Drug Counters as Lloyds Pharmacy Exits	PSNC figures used
Express	Pharmacies closing for good as costs spiral and funding shortages hit industry	Janet Morrison quoted
Express	Pharmacies could become a real one stop shop for minor ailments (op-ed piece)	Janet Morrison quoted
Daily Mail	Harness the power of pharmacies so chemists can treat minor illnesses in bid to tackle patient backlogs, MPs say	Alastair Buxton quoted

Below summarises some of the key conversations the PSNC Communications Team has had with various national publications.

The Telegraph and The Times

As referenced above, we approached contacts at the Telegraph and the Times to get some media coverage of our letter to the Health Secretary.

The Mail

We supported a piece in the Mail promoting the benefits of introducing a Pharmacy First service, providing some background information and statistics, as well as a comment. Work also continues with John Naish who recently began a Mail campaign to save pharmacies. An update piece has very recently been published.

Daily Express

Following the LloydsPharmacy/Sainsburys news, one of our contacts at the Express got in touch about an article on the wider problems for pharmacies. We provided a range of figures for her to use, plus a piece from PSNC CEO Janet Morrison that was featured as an op-ed alongside the main story. This focussed on the funding situation and the support that pharmacies need.

Bloomberg

We had a request for a CEO interview about pharmacy services from Bloomberg. Specifically, they were looking to learn more about the services pharmacies already offer and PSNC's views on what should be done to allow pharmacies to take more of the workload off GPs and hospitals.

Working with other teams

The PSNC Communications Team supported others with the following:

- Helping the Community pharmacy IT Policy Manager to plan for and draft communications about this year's Data Security and Protection Toolkit webinar; and
- Assisting the Funding Team in setting the right tone for communications around the Department's decision to remove Transitional Payments from February.

LPC Communications and Support

PSNC's Communications Team continues to work closely with the Contractor and LPC Support Team. Here is a round-up of joint work to communicate to LPCs in recent months.

LPC News

The Contractor and LPC Support Team at PSNC produces a monthly newsletter for LPC Chief Officers and their teams. Information on the open and click rate for the latest editions of LPC news is included below.

Date	Day	Time	Subject	Opens	Clicks	Clicks to opens
23/12/22	Fri	16.56	LPC News: December 2022	42.3%	4.0%	9.3%
Averages each month				42.3%	4.0%	9.3%

For a full breakdown of PSNC/LPC Communications during 2022, see [Appendix LCS 07/02/2023](#).

Updates to the LPC Members' Area

Though few substantive additions have been made to the LPC Members' Area since the last meeting, the LPC Members Index has been rationalised to ensure the most important pages are easy to access for LPCs.

PSNC digital communications report (full report overleaf)

December: This month, the most popular topic was price concessions. The Serious Shortage Protocols webpage was also popular as was our news story providing an update for contractors on Invasive Group Strep A. Our largest peak in website numbers was on the first day of the month. This was the day that we publicly announced two webinars for contractors, to give them a chance to express their views about the current pressures they are facing.

Conclusion

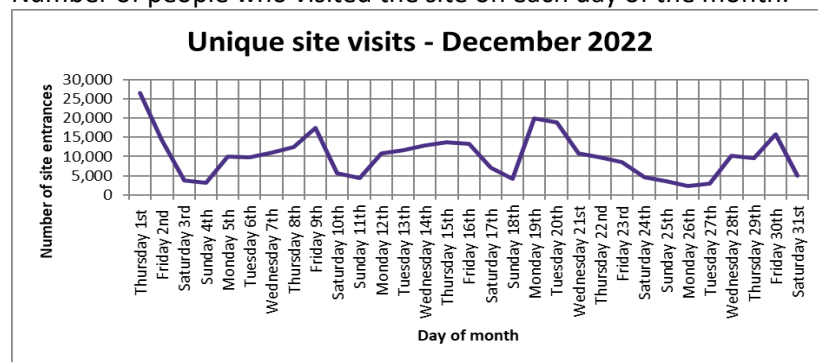
This paper has been created just for review; no action is required. However, we would welcome feedback or questions on any of the above from subcommittee members.

December 2022 digital communications report

PSNC Website

Audience	Current month
Number of unique visitors (site entrances)	314,161
Number of unique pageviews	433,422

Number of people who visited the site on each day of the month:



Most popular

Pages	Views
Price Concessions	61,467
Serious Shortage Protocols	39,740
Pharmacy Quality Scheme	11,560
Medicine Shortages	7,753
Controlled Drug prescription forms and validity	5,545

News stories	Date	Views
Invasive Group Strep A: Information for Pharmacy Teams	07 Dec	16,768
Three SSPs issued for Pen V Oral Solution	15 Dec	12,155
Further five SSPs issued for Pen V	16 Dec	10,371
Supply Notice: Antibiotics for treatment of Group Strep A	12 Dec	9,028
Madopar preparations re-classified as special containers	14 Dec	5,004

PSNC Briefings	Views
Pharmacy Quality Scheme – Summary of the training requirements for the 2022/23 scheme	3,398
A guide to SSPs for community pharmacy contractors	1,120
CPCF, PQS and Terms of Service – Important dates and checklist	790
Reducing the climate change impact of inhalers: environmentally safe disposal	483
Pharmacy Quality Scheme Action and Evidence Portfolio Workbook	458

Webinars/videos	Plays
NHS Digital Weight Management Programme demo referral	62,221
GP CPCS Animation	1,007
PSNC PQS Digital Guide 2022-23	899
Value of Pharmacy Animation	320
Extract from NHS Digital PSNC Webinar	183

PSNC Newsletter

	Opens	Clicks	Clicks to opens
Averages each month	38.50%	4.31%	11.25%

Social Media

	Current month
Twitter reach	92,751
Twitter interactions	5,608
Facebook reach	2,645
Facebook interactions	430
LinkedIn reach	11,165
LinkedIn interactions	58

Subject	Parliamentary Engagement and Public Affairs
Date of meeting	February 2023
Committee/Subcommittee	Communications and Public Affairs
Status	Not confidential
Overview	A summary of PSNC's Parliamentary engagement work since the last subcommittee meeting.
Proposed action(s)	None
Author(s) of the paper	George Foote

Parliamentary Engagement and Public Affairs

This paper presents an overview of parliamentary engagement and public affairs work since the last subcommittee meeting.

APPG for pharmacy

The APPG published its manifesto on the 'Future of pharmacy' on January 23rd. The group held a drop-in session for MPs and Peers to help build support for the report's recommendations. 26 MPs, Peers or their team members attended and we are following up with some of these. Also present were the sponsors of the APPG: PSNC, CCA, NPA, AIM and the RPS.

The manifesto summarises the findings of a year-long inquiry by the MPs, initiated following the resilience and adaptability that the community pharmacy sector showed during the pandemic. PSNC and other pharmacy bodies gave evidence to the inquiry.

The report notes: "There is now a significant backlog of demand at all levels within the NHS. It is essential that the entire healthcare system, including pharmacy, is efficiently utilised to address this." To harness the potential of pharmacy, the report recommends that:

- The Government must take urgent action to relieve the funding pressures on the community pharmacy sector in the short term and review the long-term funding model for pharmacy;
- The Government must harness the power of pharmacy to help the NHS deal with the COVID-19 backlog and the UK's growing healthcare challenges;
- Future commissioning and funding must recognise that community pharmacy is the front door to the NHS for many patients;
- The DHSC and NHS England must urgently re-evaluate the current and long-term workforce needs of the entire health and social care system, including pharmacy;
- The Government should build on current commitments to provide funded independent prescriber training to ensure all existing pharmacists can train as independent prescribers if they so choose; and
- For this ambitious new vision to be realised, community pharmacy must be placed at the heart of decision-making and policy development.

It is expected that the APPG Chair will soon announce the workplan for the rest of the year.

Politician Engagement

Meeting with Taiwo Owatemi MP

Janet Morrison and George Foote met with Taiwo Owatemi MP, the Chair of the Pharmacy APPG in January. Following the meeting, Taiwo asked the Secretary of State about the urgent need for a Pharmacy First service to be commissioned, during a Select Committee session.

Meeting with Lord Grade and Lord Clemont-Jones

Janet Morrison met Lord Grade and Lord Clemont-Jones in the House of Lords. The meeting focussed on the pressures facing community pharmacies, considering a ministerial response that had been sent to the Peers.

Meeting with Rob Butler MP

Zoe Long and George Foote attended this meeting in Parliament. Rob attended the recent APPG drop in and during this meeting we talked about how he could support the sector as a backbencher.

Neil O'Brien pharmacy visit

On the back of our efforts before Christmas to encourage LPCs and contractors to write to their MPs, the Minister responded to his LPC seeking a local pharmacy visit. We are working with the LPC to help coordinate this and will look to take part if we can.

Health questions

Following our recent meeting with Paul Holmes MP, we supported Paul's office to submit a question in the ballot for Health questions on the 24th January. Paul also tabled a written PQ on pharmacy closures which can be seen [here](#).

Shadow Health Team

We have been in contact with both Feryal Clark's team and with Wes Streeting's policy advisor providing a range of information and briefings. George plans to meet with the Liberal Democrat Dem health policy team soon.

Health Select Committee

Janet Morrison and Zoe Long will meet the Chair of the Health Select Committee in early February. We have already been briefing Steve and he has indicated in the pharmacy trade media that the Select Committee will hold an inquiry focused on pharmacy later in 2023. He has been very supportive of the sector and of Pharmacy First in national media quotes.

Parliamentary letter to the Health Secretary

PSNC is currently facilitating the signing of a letter to the Health Secretary by MPs and peers calling for urgent action to protect patient services. The letter text can be viewed [here](#). At the time of writing there are currently around 30 signatures. We are in the process of developing a comms plan for publication of the letter. This has already been a useful exercise in allowing us to brief a large number of MPs and to seek their support for community pharmacies.

Joint work

As reported in [Appendix CPA 05/02/23](#) we have recently coordinated cross-sector letters to both the Secretary of State and Prime Minister. We have developed a plan for a joint #saveourpharmacies influencing campaign with the other pharmacy organisations and work on this is progressing at pace. This is all happening alongside our ongoing weekly meetings with AIM, CCA, NPA and RPS to coordinate our activities wherever possible.

Engaging with wider stakeholders

Through the vision project we are continuing to engage with a wide range of stakeholders who we hope can help us to influence the NHS and Government. We will continue this engagement through the #saveourpharmacies campaign and beyond. A first step will be the planned joint letters to the NHS and Government which we are leading on as part of the campaign.

In January, Zoe Long met with the policy team at the RCGP to discuss the pressures in pharmacy and their next planned public campaign. Alastair Buxton is continuing to engage with the BMA on a regular basis, and PSNC has convened a meeting of the primary care bodies (including GPs, optometrists and dentists) to explore whether there are areas that we could work together on this year.

Next Steps

More detail on our plans for 2023 are included in the strategy paper (i.e. [Confidential Appendix CPA 03/02/2023](#)) but some of our immediate next steps are:

- February 2023: APPG will announce workplan for the remainder of the year

- National #saveourpharmacies campaign kicks off in March and we are working with Luther Pendragon to host Parliamentary events as part of this – these will include further engagement with the Shadow Health Team
- #saveourpharmacies petition and resources pack for LPCs and contractors to launch
- Further developing the plans for party conference events and seeking joint working arrangements for these
- Meeting with the primary care contractor bodies to explore joint influencing opportunities for 2023
- We have drafted a long list of PQs looking at the Primary Care Recovery Plan, pressures and other issues and we hope to see these asked in Parliament very soon
- Meeting with Steve Brine MP to go ahead

Conclusion

This paper has been created just for review; no action is required. However, we would welcome feedback or questions on any of the above from subcommittee members.